

NATIONAL FOOTBALL LEAGUE

For the period 1980 to date, CBS and the NFL have had four Agreements giving CBS the broadcast rights to NFL games featuring National Football Conference (NFC) teams and games between NFC teams and American Football Conference (AFC) teams played in the AFC team's home territory.

1) 1978 through 1981 (4 seasons)

- 2 pre-season games
- 16 weeks of regular season games
- 1 Thanksgiving Day game
- 2 Saturday afternoon games
- 3 post-season playoff games
- 1 NFC Championship game

In addition, CBS had the rights to 2 World Championship games (Super Bowls) following each of the 1979 and 1981 seasons.

2) 1982 through 1986 (5 seasons)

same as #1 above, except:

- 3 pre-season games

3) 1987 through 1989 (3 seasons)

same as #2 above

4) 1990 through 1993 (4 seasons)

same as #3 above, except:

regular season: 1990-1991 seasons 17 weeks, 1992-1993 seasons 18 weeks; note, that 1992 season remained at 17 weeks; an average of 3 but no more than 4 Saturday afternoon games in any one season;

GENERAL

All pre-season, Thanksgiving, Saturday and post-season games are broadcast on a national basis. During the regular season on Sunday afternoons, CBS and NBC alternate between having single-headers (SH) and doubleheaders (DH). Over the term of a contract, CBS and NBC will have the same number of SH and DH. For SH's, each market may receive only one game from CBS, at either 1:00PM or 4:00PM ET. For DH's, each market may receive two games from CBS, at both 1:00PM and 4:00PM ET, with the exception of a home market whose team is playing at home, in which case such market receives 1 CBS game.

Since at least 1978, the 28 NFL teams have played a 16-game regular season, scheduled over 16 or 17 weeks (224 total regular season games). CBS and NBC have carried the Sunday afternoon NFC and AFC packages, respectively, in addition to a Thanksgiving Day game and 2 or 3 Saturday afternoon national games. ABC has carried between 17 and 21 regular season games nationally in primetime during this time period. In 1987, ESPN began carrying 8 primetime games nationally each season. In 1990 the NFL added Turner Broadcasting to its carriers. In the 1990 and 1991 seasons, Turner and ESPN alternated carrying 8 or 9 primetime games nationally over the 17 week season. In 1992, ESPN and Turner each cablecast 9 games over the 17 week season and will each carry 9 games over the 18 week 1993 regular season.

**NFL REGULAR SEASON FOOTBALL
ALL GAMES***

SEASON	CBS	
	#T/C	RTG
1980	27	15.3
1981	27	17.5
1982**	17	16.5
1983	27	16.7
1984	27	14.3
1985	27	15.8
1986	27	15.2
1987***	26	13.9
1988	27	13.8
1989	27	13.8
1990	30	13.5
1991	28	13.1
1992	30	13.0

* INCLUDES ALL SUNDAY & THURSDAY AFTERNOON BROADCASTS

** PLAYERS STRIKE

*** INCLUDES REPLACEMENT GAMES

**NFL POST SEASON FOOTBALL
TOTAL GAMES***

SEASON	#T/C	<u>CBS</u> RTG	<u>CBS</u> SUPER BOWL
1980	4	30.5	
1981	4	32.1	49.1
1982**	5	26.0	
1983	4	26.1	46.4
1984	4	25.2	
1985	4	27.1	
1986	4	24.1	45.8
1987	4	24.9	
1988	4	23.7	
1989	4	21.4	39
1990	4	24.2	
1991	4	25.1	40.3
1992	4	25.9	

* INCLUDES WILDCARD, PLAYOFFS AND CHAMPIONSHIP GAMES

** NFL PLAYERS STRIKE

MAJOR LEAGUE BASEBALL

MAJOR LEAGUE BASEBALL

For the period 1980 to date, CBS has had one Agreement with Major League Baseball (MLB). For the 1990 through 1993 seasons, CBS has the exclusive national over-the air television broadcast rights to MLB's regular season, All Star Game, the American League Championship Series, the National League Championship Series and the World Series. CBS has the right to broadcast 16 regular season exposures. CBS may regionalize up to 3 games per exposure.

**MAJOR LEAGUE BASEBALL
REGULAR SEASON TOTALS**

SEASON	CBS	
	#T/C	RTG
1990	16	4.7
1991	16	4.0
1992	16	3.4

**MAJOR LEAGUE BASEBALL
POST SEASON GAMES***

SEASON	PLAYOFFS			WORLD SERIES			WORLD SERIES TEAMS
	NETWORK	#T/C	RTG	NETWORK	#T/C	RTG	NAT'L LEAGUE - AMER LEAGUE
1990	CBS	10	11.6	CBS	4	20.8	<u>CINCINNATI</u> - OAKLAND
1991	CBS	12	11.9	CBS	7	23.9	ATLANTA - <u>MINNESOTA</u>
1992	CBS	13	10.5	CBS	6	20.2	ATLANTA - <u>TORONTO</u>

* PLAYOFF TOTALS INCLUDE ALL PRIMETIME AND DAYTIME BROADCASTS OF AMERICAN AND NATIONAL LEAGUE GAMES.

BASEBALL'S ALL-STAR GAME RATINGS

<u>YEAR</u>	<u>HOST</u>	<u>BALL PARK</u>	<u>NET</u>	<u>RATING</u>	<u>SCORE</u>
1990	CHICAGO	WRIGLEY	CBS	18.5	A 2-0
1991	TORONTO	SKYDOME	CBS	17.4	A 4-2
1992	SAN DIEGO	JACK MURPHY	CBS	14.9	A 13-6

NATIONAL BASKETBALL ASSOCIATION

NATIONAL BASKETBALL ASSOCIATION

CBS had the exclusive national over-the-air broadcast rights to National Basketball Association (NBA) games from the 1973/74 season through the 1989/90 season. For the period 1980 to date, CBS and the NBA had three Agreements giving CBS the exclusive national over-the-air television broadcast rights to NBA regular season games, the All-Star game and post-season games.

1) 1978/79 through 1981/82 (4 seasons)

17 regular season exposures
(for national games or up to 6 regionalized games)

the All-Star game

approximately 21 post-season exposures

2) 1982/83 through 1985/86 (4 seasons)

4 regular season exposures during the 1982/83 season
and 7 exposures thereafter
(for national games or up to 3 regionalized games)

the All-Star game

approximately 23 post-season exposures

3) 1986/87 through 1989/90 (4 seasons)

between 13 and 16 regular season exposures
(for national or regionalized games)

the All-Star game

between 16 and 20 first, second and third round post-season games;

all games of the Championship Series (between 4 and 7)

NBA

	NET	REGULAR SEASON*		PLAYOFF SERIES		CHAMPIONSHIP FINAL		CHAMPIONSHIP TEAMS**
		#T/C	RTG	#T/C	RTG	#T/C	RTG	
1980-1981	CBS	14	6.2	20	6.7	6	6.7	<u>BOSTON</u> -HOUSTON
1981-1982	CBS	19	5.9	15	6.2	6	13.0	<u>LAKERS</u> -PHILADELPHIA
1982-1983	CBS	7	6.7	15	6.7	4	12.3	<u>PHILADELPHIA</u> -LAKERS
1983-1984	CBS	9	6.3	16	5.3	7	12.2	<u>BOSTON</u> -LAKERS
1984-1985	CBS	11	6.4	15	5.5	6	13.5	<u>LAKERS</u> -BOSTON
1985-1986	CBS	12	7.1	15	6.6	6	14.1	<u>BOSTON</u> -HOUSTON
1986-1987	CBS	15	6.7	16	7.1	6	15.9	<u>LAKERS</u> -BOSTON
1987-1988	CBS	16	5.7	19	7.2	7	15.4	<u>LAKERS</u> -DETROIT
1988-1989	CBS	16	5.8	16	7.1	4	15.1	<u>DETROIT</u> -LAKERS
1989-1990	CBS	16	5.2	21	7.3	5	12.3	<u>DETROIT</u> -PORTLAND

* REGULAR SEASON BROADCASTS INCLUDE: ALL STAR, LATE NIGHT AND CHRISTMAS DAY GAMES.

** UNDERLINED TEAM INDICATES CHAMPION.

COLLEGE BASKETBALL

NATIONAL COLLEGIATE BASKETBALL CHAMPIONSHIPS

For the period 1980 through 1997, CBS and the NCAA have had four Agreements giving CBS the exclusive national over-the-air television broadcast rights to the NCAA men's basketball championship and certain other NCAA championships in other sports.

1) 1982 through 1984 (3 years)

SCHEDULE

first round: 2 exposure, national or regionalized
second round: 5 exposures, national or regionalized
third round: 2 exposure, national or regionalized
fourth round: 4 exposures, national
fifth round: 2 exposures, national
Championship: 1 exposure, national

GENERAL

a) NCAA had the right to authorize the live broadcast or cablecast of any game not carried by CBS, provided that such non-CBS coverage would not be on an established national network of stations.

b) For the 1981/82 regular season, CBS agreed to schedule and broadcast a minimum of 7 national and 7 regional regular season men's college basketball games featuring Division I member teams in order to accommodate a minimum of 42 total team appearances. During the subsequent seasons of the Term, CBS agreed to schedule at least 17 national or regional broadcasts with a minimum of 54 team appearances.

2) 1985 through 1987 (3 years)

SCHEDULE

same as above, except, 6 second round exposures, national or regional (increase of 1)

GENERAL

a) same as above

b) CBS agreed to schedule at least 19 national and/or regional exposures of regular season men's college basketball games featuring Division I member teams.

3) 1988 through 1990 (3 years)

SCHEDULE

same as #2 above, except:

- a) additional partial game coverage during the 6 second round exposures requiring an additional 1 hour of television coverage;
- b) third round, 4 exposures, national or regionalized (increase of 2)

GENERAL

- a) same as #2 above
- b) CBS agreed to schedule at least 20 national and/or regional exposures of regular season men's college basketball games featuring Division I member teams.

4) 1991 through 1997 (7 years)

SCHEDULE

CBS coverage (national or regional) of every game

first round: regional coverage of all 32 games
second round: regional coverage of all 16 games
third round: regional coverage of all 8 games
fourth round: national coverage of all 4 games
fifth round: national coverage of all 2 games
Championship: national coverage of final game

TOTAL: 63 GAMES

GENERAL

- a) CBS agreed to schedule at least 20 national and/or regional exposures of regular season men's college basketball games featuring Division I member teams.

**COLLEGE BASKETBALL RATINGS
REGULAR SEASON COMPARISONS**

SEASON	NETWORK	BROADCASTS	AVERAGE RATING
1981-1982	CBS	14	5.5
1982-1983	CBS	20	5.2
1983-1984	CBS	23	5.3
1984-1985	CBS	23	4.7
1985-1986	CBS	22	4.6
1986-1987	CBS	23	4.5
1987-1988	CBS	23	4.2
1988-1989	CBS	23	4.1
1989-1990	CBS	24	3.5
1990-1991	CBS	26	3.1
1991-1992	CBS	26	3.2

CHAMPIONSHIP GAMES

TOURNAMENT AVERAGES

YEAR	AVG. RATING	NETWORK	AVG. RATING	NETWORK
1982	21.6	CBS	9.9	CBS
1983	22.3	CBS	10.3	CBS
1984	19.7	CBS	9.2	CBS
1985	23.3	CBS	9.8	CBS
1986	20.7	CBS	9.2	CBS
1987	19.6	CBS	9.2	CBS
1988	18.8	CBS	9.4	CBS
1989	21.3	CBS	10.0	CBS
1990	20.0	CBS	9.5	CBS
1991	19.4	CBS	8.3	CBS
1992	22.7	CBS	9.0	CBS

COLLEGE FOOTBALL

COLLEGE FOOTBALL - Regular Season

For the period 1987 through 1990 CBS had an Agreement with the College Football Association for the broadcast of between 16 and 18 regular season football games hosted by CFA member teams (for an average of 17 each year over the four year term). CBS had the exclusive live over-the-air network television broadcast rights to all CFA games, defined as games between CFA member teams or where the CFA team was the home team or controlled the broadcast rights.

CFA Member Conferences

Atlantic Coast Conference

Southeastern Conference

Northern Independents

Boston College

Notre Dame

Pennsylvania State University

Univ of Pittsburgh

Rutgers University

Syracuse University

U.S Military Academy

U.S.Naval Academy

West Virginia University

Southern Independents

University of Cincinnati

East Carolina University

Florida State University

Memphis State University

University of Miami

University of South Carolina

University of Southern Mississippi

Tulane University

Virginia Tech

Big Eight Conference

Southwest Athletic Conference

Western Athletic Conference

**COLLEGE REGULAR SEASON FOOTBALL
ALL GAMES***

SEASON	CBS	
	#T/C	RTG
1982	14	10.5
1983	14	9.6
1984	14	6.1
1985	15	7.2
1986	16	6.8
1987	16	7.1
1988	16	6.2
1989	16	6.8
1990	17	5.7

*** INCLUDES FRIDAY AFTERNOON, SATURDAY, AND PRIMETIME BROADCASTS.**

**COLLEGE FOOTBALL BOWL GAMES
1983-1992**

NET RTG

JOHN HANCOCK/SUN BOWL

(WASH.-TEXAS)	CBS	10.2
(NEBRASKA-MISS.STATE)	CBS	10.0
(OKLAHOMA-HOU.)	CBS	12.0
(TEXAS-N.C.)	CBS	13.3
(ALABAMA-SMU)	CBS	9.2
(MARYLAND-TENN)	CBS	4.3
(GEORGIA-ARIZ)-TIE	CBS	5.6
(ALABAMA-WASH)	CBS	11.5
(OKLA ST-W.VIRG)	CBS	6.0
(ARMY-ALABAMA)	CBS	4.8
(PITTSBURGH-TEXAS)	CBS	6.5
(MICHIGAN-USC)	CBS	7.6
(UCLA-ILLINOIS)	CBS	6.0

GATOR BOWL

(CLEMSON-STANFORD)	CBS	8.1
(LSU-S. CAROLINA)	CBS	6.9

PEACH BOWL

(VA TECH-MIAMI)	CBS	8.6
(W. VA-FLORIDA)	CBS	9.3
(IOWA-TENN)	CBS	10.8
(FLA.ST-N.C.)	CBS	7.3
(VIRGINIA-PURDUE)	CBS	8.9
(ARMY-ILLINOIS)	CBS	5.9

BLUE-GRAY

CBS	8.7
CBS	12.9
CBS	12.5
CBS	10.7
CBS	10.9
CBS	9.4

COTTON BOWL

(HOU.-NEBRASKA)	CBS	15.3
(BAYLOR-ALABAMA)	CBS	10.1
(TEXAS-ALABAMA)	CBS	15.7
(PITT. - SMU)	CBS	19.4
(GEORGIA-TEXAS)	CBS	16.0
(BOSTON COLL-HOU.)	CBS	19.6
(TEXAS A&M-AUBURN)	CBS	12.7
(OHIO ST-TEXAS A&M)	CBS	13.6
(TEXAS A&M-N.DAME)	CBS	10.0
(UCLA-ARKANSAS)	CBS	9.8
(TENN-ARKANSAS)	CBS	7.5
(MIAMI-TEXAS)	CBS	9.4
(FLA ST-TEXAS A&M)	CBS	10.3